



The Effects Of Personalized Online Promotions On Consumer Loyalty: A Study In Turkey

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ABSTRACT

As the time and money spent on Internet and on social media rapidly increase day by day, online mediums have turned out to be important tools for marketing. Here, as online marketing mediums allow one-to-one communication with the consumers to a higher extent, as online marketing becomes a more popular marketing approach, personalized online promotions have also increased. In the scope of the current study, the effect of personalized online promotions on customer loyalty is measured. To measure this, a survey has been designed. For the survey, several major effects of personalized online promotions (personalization, follow-up, belongingness, accessibility and attraction) are determined, and the association between each of these effects and customer loyalty is investigated. It is found out that as the online promotions become more personalized, as they apply effective follow-up strategies to the customers, as they increase the feeling of belongingness, and as they become more accessible to the customers, customers' brand loyalty increases. However, being more attractive for the customers does not have a significant effect on customer loyalty.

Keywords: *personalized online promotions, customer loyalty, correlation, survey, belongingness, accessibility*